

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended): A ferrite magnet powder represented by the composition formula  $A\text{Fe}^{2+}_{a(1-x)}\text{M}_{ax}\text{Fe}^{3+}_b\text{O}_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, characterized in that  $0.10 \leq x \leq 0.70$ ,  
 $1.5 \leq a \leq 2.2$ , and  
 $12 \leq b \leq 17$ .
2. (Original): The ferrite magnet powder according to claim 1, characterized in that a crystal phase identified by X-ray diffraction comprises a W phase as a main phase.
3. (Canceled).
4. (Original): The ferrite magnet powder according to claim 1, characterized in that  $1.7 \leq a \leq 2.2$  in said composition formula.
5. (Original): The ferrite magnet powder according to claim 1, characterized in that  $14 \leq b \leq 17$  in said composition formula.
6. (Original): The ferrite magnet powder according to claim 1, characterized in that said M is Zn.

7. (Original): The ferrite magnet powder according to claim 1, characterized in that said ferrite magnet powder has a saturation magnetization of 5.0 kG or more.

8. (Original): The ferrite magnet powder according to claim 1, characterized in that said ferrite magnet powder has a saturation magnetization of 5.1 kG or more.

9. (Currently amended): A sintered magnet represented by the composition formula  $A\text{Fe}^{2+}_a(1-x)\text{M}_{ax}\text{Fe}^{3+}_b\text{O}_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni,

characterized in that ~~0.10~~ 0.30  $\leq x \leq 0.70$ ,

$1.5 \leq a \leq 2.2$ , and

$12 \leq b \leq 17$ .

10. (Canceled)

11. (Previously presented): The sintered magnet according to claim 9, characterized in that said sintered magnet has a saturation magnetization of 5.1 kG or more.

12. (Previously presented): The sintered magnet according to claim 9, characterized in that said sintered magnet has a saturation magnetization of 5.0 kG or more and a squareness of 80% or more.

13. (Previously presented): The sintered magnet according to claim 9, characterized in that said sintered magnet has a saturation magnetization of 5.0 kG or more and a residual magnetic flux density of 4.2 kG or more.

14. (Previously presented): The sintered magnet according to claim 9, characterized in that said element M is Zn.

15. (Previously presented): The sintered magnet according to claim 9, characterized in that said element A is Sr.

16. (Previously presented): The sintered magnet according to claim 9, characterized in that said element A is Sr and Ba.

17. (Currently amended): A bonded magnet comprising:  
a ferrite magnet powder represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and wherein ~~0.10~~  $0.30 \leq x \leq 0.70$ ,  $1.5 \leq a \leq 2.2$ , and  $12 \leq b \leq 17$ ; and  
a resin phase that disperses and retains said ferrite magnet powder.

18. (Currently amended): A magnetic recording medium comprising a substrate and a magnetic layer formed on said substrate,  
characterized in that said magnetic layer has a ferrite structure represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and  
wherein ~~0.10~~  $0.30 \leq x \leq 0.70$ ,  $1.5 \leq a \leq 2.2$ , and  $12 \leq b \leq 17$ .

19. (Original): The magnetic recording medium according to claim 18, characterized in that said magnetic layer has a saturation magnetization of 5.2 kG or more.

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20. (Original): The magnetic recording medium according to claim 18, characterized in that said M is Zn and said magnetic layer has a saturation magnetization of 5.2 kG or more and a residual magnetic flux density of 4.5 kG or more.